

State of Iowa OCIO -- RFP #0222-561-01

RFP Scoring Methodology

RFP Technical Proposal Section	Scored Specification	Points Available
4.4.1	Describe the proposed solution, including product features/capabilities, alignment with the Agency's goals, system design, user experience, and other information supporting a determination that the proposed solution will meet the needs of the Agency for a Campground Management System similar in nature to the background provided in Section 1.3 and the Mandatory Specifications in Section 4.3.	106
4.4.2	Describe the ease of use and ease of navigation designed into the proposed solution.	149
4.4.3	Describe your customization and extensibility capabilities.	113
4.4.4	Discuss how the proposed solution is optimized for use on mobile devices.	113
4.4.5	Provide the following information regarding your experience.	135
4.4.6	Provide contact information for three (3) references from previous customers or clients knowledgeable of the Respondent's performance in providing goods and/or services similar to the goods and/or services described in this RFP. Contact information should include name, position/title, organization name, telephone number, and email address for each reference.	163
4.4.7	Describe the proposed solution's ability to accommodate special programs from the Agency (i.e. promo codes, discounts, loyalty programs, etc.). If applicable, Respondents should include details on other such programs they've handled for their other customers, including any marketing assistance provided.	99

4.4.8	Describe how quickly the proposed solution generates notifications to customers as described in Sections 4.3.43 through 4.3.47. Include how customers will be contacted (telephone call, SMS/text message, e-mail, etc.), and the number of attempts that will be made per unique customer.	106
4.4.9	Describe the features built into the solution to enhance ease of use for Agency staff to make operational changes (i.e. rate and fee changes, tax rate changes, adding and removing sites from inventory, etc.).	184
4.4.10	Discuss the mobile app available for the proposed solution, as required by Section 4.3.5. Describe the possibility of having an app that is specific to the Agency.	57
4.4.11	Describe the flexibility in working with the Department of Tourism website and recreation.gov on the Agency's reservations website. Also describe the willingness to provide a link to this website for park visitors to use when looking for other activities to do in the area.	43
4.4.12	Describe the capabilities of the System related to establishing various customer types including sales tax exempt customers.	92
4.4.13	Describe how the proposed solution's ability to interface with an access control system, wherein customers could be provided an access code to enter the campground.	35
4.4.14	Describe the proposed solution's ability to incorporate point-of-sale terminals at state parks to allow park staff to rent sites and process payments on-site.	71
4.4.15	Discuss the possibility of adding electronic self-pay stations or electronic kiosks to the proposed solution. Include a discussion of any such kiosks that are compatible with the proposed solution.	28

4.4.16	Describe the features built into the solution to enhance ease of use for customers and Agency staff to make, modify, and cancel reservations.	149
4.4.17	Describe the proposed solution's ability to add point-of-sale abilities at the parks. This includes the ability for the Agency's field staff to reserve a site for a customer, check that customer in, receive a damage deposit, sell parking spaces or non-resident user permits, and take payment by credit card.	121
4.4.18	Describe the potential for interaction between the proposed solution and other parks reservation and related databases, such as providing parks reservation on behalf of other public entities in the State of Iowa, or incorporation with the Agency's current online licensing system.	14
4.4.19	Describe how the proposed solution could facilitate a feature that park staff can use to manage facilities that would be independent of the online or Call Center sales channels, such as a group camp (not currently used, but under consideration).	43
4.4.20	The Agency finds that using Call Center operators located in Iowa is advantageous, as Iowa residents are more familiar with the geography of the state and the parks when helping campers make their reservations. Discuss the possibility of providing at least three Call Center operators physically located in Iowa during peak season (March 1 through October 15).	99
4.4.21	Describe the plan for hosting the proposed solution. Describe what operational standards or frameworks for managing Information Security/Cyber security you follow (e.g., NIST CSF 1.1, NIST 800-37 Rev. 2, ISO IEC 27001, ISO 27036).	312
4.4.22	Describe your program for maintaining PCI DSS compliance. Include your most recent Attestation of Compliance.	326

4.4.23	Address the proposed solution's ability to limit the Agency's PCI scope through the use of certified point-to-point encryption (P2PE) solutions or other means for the addition of point-of-sale terminals, self-pay stations, and kiosks within state parks.	177
4.4.24	Discuss the potential of using a third-party authentication identity provider employing the OpenID Connect or SAML (Security Assertion Markup Language) protocols. Describe whether that functionality currently exists in your proposed solution, any associations the vendor currently has with third-parties to provide such services, and the proposed solution's ability to integrate with the State's Okta identity and access management portal at https://id.iowa.gov .	28
4.4.25	Provide a project plan for the deployment of the proposed solution.	248
4.4.26	Describe your approach for migrating data from the existing campsite reservation and management system into the proposed solution.	234
4.4.27	Describe how the system knowledge base will include the ability for set-up, configuration and content to be managed collaboratively by Agency and Contractor staff.	255
4.4.28	Describe your plan to migrate information from the existing reservation system to the proposed solution. Address both existing reservations as well as historical data, park and site information, fee structure, and other parameters.	248
4.4.29	Describe your approach toward making the transition from the current Centralized Parks Reservation System to the proposed solution as seamless as possible so that customers detect as little difference as possible between the systems, other than enhanced services.	149

4.4.30	Describe your testing methodology prior to moving your proposed solution to production. Include details about your work plan, standards, procedures, tracking and resolution of problems, etc., that will be used to gain the Agency's acceptance of the proposed solution.	234
4.4.31	Describe your methodology for assessing the Agency's needs and subsequently configuring the proposed solution to address them.	262
4.4.32	Describe your proposed personnel for implementation and ongoing oversight of the proposed solution.	255
4.4.33	Describe the usage analytics available in the proposed solution, including any server log analytics to report useful online website use statistics and patterns.	78
4.4.34	Describe the method and timing of electronic fund transfers to the Agency's account through the State's financial institution, Wells Fargo.	326
4.4.35	Describe the proposed solution's ability to sell, assign, track, upload documents and collect fees for annual non-resident user permits.	170
4.4.36	Describe the proposed solution's ability to accept, hold, and refund damage deposits for rented facilities. Provide detail describing the processes for tracking and refunding deposits.	199
4.4.37	Discuss the proposed system's capability in starting a gift card program. Include how you will assist the Agency with the development and implementation of such a program.	7

4.4.38	Address the option of using the State of Iowa's NIC Gov2Go web portal as the default or an option for customer payments. Respondents should address how NIC's \$1.50 convenience fee would be handled with such an integration.	7
4.4.39	Describe the ongoing support to be provided for the proposed solution for the duration of the Contract.	284
4.4.40	Describe the proposed user training to be provided with the proposed solution, including online resources, printed manuals, etc. Include the plan for post-implementation ongoing support, maintenance, and upgrades.	227
4.4.41	Provide a description of how you will respond to system malfunctions, security breaches, and diagnose and solve problems with the network, hardware, or software. Responses should include the plan to be provided to the State, which would include identifying the team responsible to resolve problems, a description of their actions, and the approach to that resolution.	326
4.4.42	Provide resumes for all key personnel who will be involved in providing the goods and/or services contemplated by this RFP.	170
4.4.43	Provide a training plan for initial implementation that includes time, materials, and modes of training.	206
4.4.44	Describe how user issues will be elevated from the Agency support team to the Contractor for resolution, as needed.	305
4.4.45	Describe your firm's customer issue response and resolution time.	291

4.4.46	Describe your approach to post-implementation support through the life of the Contract.	284
4.4.47	Describe your approach to training Agency staff on the use of the system. Include a sample training plan that outlines what methods, materials, and support Respondent will provide to the Agency in support of the proposed solution.	220
4.4.48	Describe the process for ongoing customization of the application, including Agency notification of new features, testing of new features, and production deployment cycles.	248
	Total Possible Points for Technical Proposal	8000
RFP Attachment #1 Cost Proposal	Cost Criteria	Possible Cost Points
Total Possible Cost Proposal Points	The qualified Respondent with the lowest all-inclusive total cost will be awarded the maximum points. All other Respondents will receive a Cost Proposal score proportional to the lowest cost proposal.	2000